



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-16-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 402439	Contract Dt 10-15-2012	Revision Dt	Rev# 0	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA				
Agency Est#			CMS # 246392	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246392		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-16-2012	10-19-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		1	1	1	1			4	1,000	4	4,000.00	
2	10-22-2012	10-22-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	1							1	1,000	1	1,000.00	
3	10-16-2012	10-19-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		2	2	2	2			8	1,400	8	11,200.00	
4	10-22-2012	10-22-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	2							2	1,500	2	3,000.00	
5	10-16-2012	10-19-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		2	1	2	2			7	2,000	7	14,000.00	
6	10-22-2012	10-22-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	2							2	2,000	2	4,000.00	
7	10-16-2012	10-19-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30		1	2	1	1			5	800	5	4,000.00	
8	10-22-2012	10-22-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	9	30	1							1	800	1	800.00	
9	10-16-2012	10-19-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30		1	1	1	1			4	3,000	4	12,000.00	
10	10-22-2012	10-22-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	30	1							1	3,000	1	3,000.00	
11	10-20-2012	10-21-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						1	1	2	1,200	2	2,400.00	
12	10-16-2012	10-19-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30		1	1	1	1			4	3,000	4	12,000.00	
13	10-22-2012	10-22-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	30	1							1	3,000	1	3,000.00	
14	10-16-2012	10-19-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30		1	1	1	1			4	3,000	4	12,000.00	
15	10-22-2012	10-22-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	30	1							1	3,000	1	3,000.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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16	10-22-2012	10-22-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				9	30	1							1	10,000	1	10,000.00
17	10-17-2012	10-17-2012	09:00PM - 10:00PM	PRIME WE9 (7020)				8	30			1					1	12,000	1	12,000.00
18	10-21-2012	10-21-2012	09:00PM - 10:00PM	PRIME SU9 (7050)				9	30							1	1	5,500	1	5,500.00
19	10-16-2012	10-21-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30		1	1	1	1	1	1	6	3,200	6	19,200.00
20	10-22-2012	10-22-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30	1							1	3,200	1	3,200.00
21	10-21-2012	10-21-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				9	30							1	1	550	1	550.00
22	10-20-2012	10-21-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)				9	30						1	1	2	800	2	1,600.00
23	10-20-2012	10-20-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				9	30						1		1	700	1	700.00
24	10-16-2012	10-19-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		1	1	1	1			4	2,200	4	8,800.00
25	10-22-2012	10-22-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	1							1	2,200	1	2,200.00
26	10-17-2012	10-19-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				9	30			1	1	1			3	1,000	3	3,000.00
27	10-22-2012	10-22-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				9	30	1							1	1,000	1	1,000.00
28	10-16-2012	10-19-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30		1	1	1	1			4	1,100	4	4,400.00
29	10-22-2012	10-22-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30	1							1	1,100	1	1,100.00
30	10-17-2012	10-19-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				8	30			1	1	1			3	1,100	3	3,300.00

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31	10-22-2012	10-22-2012	10:00AM - 11:00AM		DAYTIME 10-11A WEEKDAY (6913)					8	30	1							1	1,100	1	1,100.00	
32	10-16-2012	10-19-2012	12:00PM - 12:30PM		DAYTIME NOON NEWS WEEKDAY (6950)					9	30		1	1	1	1			4	1,400	4	5,600.00	
33	10-22-2012	10-22-2012	12:00PM - 12:30PM		DAYTIME NOON NEWS WEEKDAY (6950)					9	30	1							1	1,400	1	1,400.00	
34	10-16-2012	10-19-2012	03:00PM - 04:00PM		DAYTIME 3-4P MO-FR (7997)					9	30		1	1	1	1			4	700	4	2,800.00	
35	10-22-2012	10-22-2012	03:00PM - 04:00PM		DAYTIME 3-4P MO-FR (7997)					9	30	1							1	700	1	700.00	
36	10-21-2012	10-21-2012	06:00AM - 07:00AM		WEEKEND NWS 6-7A SU (7055)					9	30							2	2	400	2	800.00	
37	10-17-2012	10-18-2012	04:30AM - 04:59AM		MORNING NEWS 430-5AM MO-TH (7585)					9	30			1	1				2	250	2	500.00	
																		Contracted Gross Total:		93	178,850.00		
																		Actual Gross Total:		93	178,850.00		
																		Agency Commission:			26,827.50		
																		Net Total:			152,022.50		
Month/YR			Preempted		Made Good		Contract Total			Adjustments										Actual Total			
Oct 12			0.00		0.00		178,850.00			0.00										178,850.00			
TOTAL			0.00		0.00		178,850.00			0.00										178,850.00			

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